

Dejaeghere's new job reflects corporate commitment to training

Plan A: Open new stores.
Plan B: Manage existing stores.
Following these two simple imperatives has required the K mart Corporation to change as success shaped us into the second largest non-food retailer in America. Many changes have occurred within the last two years. Steer growth demanded attention in key areas, and one of them is training.

That's where Ron Dejaeghere, as the new director of corporate training, comes in.

Because K mart thinks training is so important at all levels, to be certain we are doing the best job of training that can be done, Mr. Dejaeghere left sunny California, where he was assistant regional manager, and came back home to the Detroit area in a newly-created position.

"I plan to visit stores and determine what training materials the stores need to help personnel better understand their jobs more rapidly," he summarizes his job. "People can enjoy their work more if they fully understand what it is they should be doing."

In an organization of our increasing magnitude, with a variety of K mart store sizes, uniform instruction can be administered. Mr. Dejaeghere will be looking at the overall picture.

"Who knows if the type of material we're now using is the right type?" he wonders. "We need feedback from the people in the field. I hope you tell everyone that we welcome ideas from store level. Our job is to serve the people in the stores."

Taking ideas from the field and adapting them to the national operation is one of Mr. Dejaeghere's talents. "Most of the ideas I've handled in the Western Region had to do with store operations," he explained. "We reworked things according to good suggestions we

received—and that's basically what I plan to do in this new job."

Although he's looking at the entire operation, the checkout and stockroom are the two areas to be second in on first. "We're going to try to intensify the training program at all levels, however. We really need to be bombarded with information from the stores."

Mr. Dejaeghere reports to Samuel Leftwich, senior vice president of personnel and employee relations. As with others, he's worked with Mr. Leftwich before, in two Regions.

"Having worked in the Central, Midwest and Western Regions over the years, I've met a lot of people," he says. "I've established lots of friendships, many with people now located here at headquarters, and I'm glad to be working so closely with them now."

Mr. Dejaeghere began his career in the Detroit suburb of Grosse Pointe in 1949 at Store 226. His career carried him to Illinois, Colorado, Wyoming and finally California.

"It's hard to figure out exactly how I got way to California from the Detroit area," he quips.

A family man with four girls and two boys, Mr. Dejaeghere supported the kids' interest in soccer, a popular sport on the West coast. "While I was coach, we had the longest record in history," he admits.

"Instead of developing young kids to be obsessed with winning, my team enjoyed the game. Everybody had a stab at playing the front line."

It's an attitude of teamwork that has paid off during his career, in the "winningest" way. His road has been studded with innovative thinking and success, although he pretends, "I only fibbed suggestions."

Any losing is behind him now. "After establishing my soccer record," Mr. Dejaeghere adds with a smile, "I hung up my spikes!"



Ron Dejaeghere fills one of several neatly-cramped positions in the K mart Corporation: director of corporate training. In his new job, Mr. Dejaeghere has the responsibility of tending the on-the-job training of thousands of employees in K mart stores across the country. Pronounce his name De-A-ghe.

Sunny-side

K mart 3144 and 3145, Minneapolis and St. Paul

The quality of merchandise at K mart is the primary reason we've been successful. I can assure that quality is what I will be concentrating on with the price of these items and making sure that we have to return as soon as the merchandise is shown to be defective and completely. I am sure that the quality of our merchandise will be the best in the industry.

When I shop, I always look for quality. I am sure that the quality of our merchandise will be the best in the industry. I am sure that the quality of our merchandise will be the best in the industry. I am sure that the quality of our merchandise will be the best in the industry.

K mart 4445, Battle Creek, Mich.—Lee Pendergast

I started to work this store in my last temporary job. I was a hard worker and I was able to get the store running. I was very busy with the store. I was very busy with the store. I was very busy with the store.

It is exciting to speak and deal with someone who is willing to give that something extra involving his job and merchandise. Lee has spent a great deal of time becoming knowledgeable about the merchandise which he sells, and if he doesn't know, he always says, "Gee, I don't know, but I can sure find out for you."

Once you are pleased and satisfied with a new sale we all know that SERVICE can sometimes be a headache and run all goodwill gained in the retail sale. NOT SO at K mart where Lee is your salesman. We had some minor mechanical malfunctions and all on the new roll, Lee and he said he'd take care of it. Within a day we had the rest of our merchandise again.

Our sincere appreciation goes out to Lee. Maybe a little bit of his time well deserved praise would show him how he plays a very important part in the good business that the K mart stores are doing. K mart enjoys, and keeps his hand from professional.

K mart 4378, Silverdale, Wash.—John Shadish

Yesterday I had occasion to stop at your store, No. 4378, to have an oil and tune job done in your maintenance shop. I felt your store was a state of disrepair, but Shadish did the job.

Kendall? — YES! Courtesy? — YES! A woman, I have seen, can suggest with extreme competence in performing the job. I am sure that your quality of service is what you are looking for. I am sure that your quality of service is what you are looking for. I am sure that your quality of service is what you are looking for.

Indeed, it is a very nice store. I am sure that your quality of service is what you are looking for. I am sure that your quality of service is what you are looking for. I am sure that your quality of service is what you are looking for.

K mart 4166, Toledo, Ohio—Gail Hoffman

I entered your store at approximately 12 noon and proceeded to purchase a variety of athletic supplies from Mr. Hoffman using my Junior Charge card. Because of the variety of things on my mind, I left my Junior Charge card sitting on the counter after having completed the transaction and walked out of the store.

Mr. Hoffman, in what I would describe as a unusual display of individual professionalism, spent quite some time Sunday evening trying to locate me to tell me that I had lost my Junior Charge. I was in the store for the entire day on Sunday and could not have been reached by the telephone. However, on Monday morning at approximately 1:30 pm, Mr. Hoffman called and told me that I had lost my Junior Charge card.

I am sure that Mr. Hoffman's kind and helpful attitude is what you are looking for. I am sure that Mr. Hoffman's kind and helpful attitude is what you are looking for. I am sure that Mr. Hoffman's kind and helpful attitude is what you are looking for.